



ASX Release

13 June 2019

Appointment of John Madden as financial advisor

- Mr Madden has over 30 years experience with large and small listed entities, as well as multiple public unlisted companies
- Mr Madden is an expert in corporate governance and accounting standards and a Fellow of the CPA Institute and a Member of the Institute of Company Directors
- Majority of Mr Madden's career was spent with Rio Tinto in Australia and companies operating in the Asia-Pacific region
- Mr Madden has extensive knowledge of global accounting standards, ASX listing rules and reporting requirements, as well as compliance protocols
- Appointment strengthens Animoca Brands' best-in-class management team

Animoca Brands Corporation Limited (ASX: **AB1**, "Animoca Brands" or "the **Company**") is pleased to advise that it has appointed senior executive John Madden as a financial advisor to the Company.

Mr Madden has over 30 years experience in financial reporting in both small and large listed entities. He has performed company secretarial roles for numerous ASX listed companies, as well as a range of unlisted public entities.

Mr Madden has an extensive knowledge of business analysis, taxation and financing, budgeting and planning, governance, and implementing strategic initiatives. A large part of Mr Madden's career was with Rio Tinto in Australia. He also has considerable experience working with a number of companies in the Asia-Pacific region.

As financial advisor to Animoca Brands, Mr Madden will focus on enhancing the Company's accounting policies and procedures, corporate governance processes, and other functions to bolster the Company's procedures for ASX reporting.

Mr Madden is a Fellow of CPA Australia (FCPA), meaning he has had a minimum of 15 years' full time experience in accounting, finance or business, including five years in an executive position or as a public accountant. He is also a recognised associate of the Governance Institute of Australia (ACIS) and a Member of the Institute of Company Directors (MAICD).

Management commentary:

Yat Siu, co-founder and chairman of Animoca Brands said: "We are pleased to welcome John to the Animoca Brands team and look forward to utilising his extensive knowledge and background to ensure our governance and company protocols become best-in-class."

John Madden, newly appointed financial advisor of Animoca Brands, said: "I am extremely pleased to have the opportunity to be part of this exciting company. I look forward to assisting



Animoca Brands' dynamic growth as it continues to establish itself as a leading player in blockchain technologies and gaming.”

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About Animoca Brands

Animoca Brands (ASX: AB1) leverages gamification, blockchain, and artificial intelligence technologies to develop and publish a broad portfolio of mobile products including games such as *The Sandbox*, *Crazy Kings*, and *Crazy Defense Heroes* as well as products based on popular intellectual properties such as Garfield, Snoopy, Thomas & Friends™, Ever After High and Doraemon. Animoca Brands' portfolio of blockchain investments and partnerships includes Dapper Labs, WAX, Harmony, and Decentraland, and it is also the exclusive China distributor of *CryptoKitties*. The Company is based in Hong Kong, Canada, Finland, and Argentina. For more information visit www.animocabrands.com or get updates by following Animoca Brands on [Facebook](#) or [Twitter](#).

Contact: press@animocabrands.com